

**BA260 ENTREPRENEURSHIP and
SMALL BUSINESS MANAGEMENT
Winter 2018. CRN 31637 or 31182**

Instructor: Ian Priestman **Office:** MKH-119 **Email:** priesti@linnbenton.edu

Telephone: 541 917 4261 **Office hours:** Tues 12 - 4 pm or one hour by appointment. If I do not see you during office hours I will assume everything is okay by you! Please do not see me at the end of the course when it might be too late to address your problem

Class times: Mon/Wed: 6 - 7:50 pm **OSU: Austin Hall 216** (Not Benton Center!) CRN 31637
Tues/Thurs 6 - 7:50pm NSH 109. CRN 31182

Course Description: Focuses on the entrepreneurial phases associated with the start-up and management of small business. This course will teach future entrepreneurs and managers to recognize opportunities and to use effective entrepreneurial and small business management practices.

Prerequisite: BA 101 Introduction to Business with a minimum “C” grade. (Negotiable)

Optional Text: Entrepreneurship. Successfully Launching New Ventures (5E). Barringer and Ireland. Publisher: Pearson. ISBN-10: 0-13-379719-8 or ISBN-13: 978-0-13-379719-0

PDF Copy of text

<http://www.ecrater.com/p/27040077/entrepreneurship-successfully-launching-ventures-5th?gps=1&id=115931170339>

Course Outcomes:

Students will:

1. List and discuss the characteristics of successful entrepreneurs.
2. Analyze new business opportunities that exist in the marketplace.
3. Evaluate the feasibility of pursuing an opportunity that has been recognized.
4. Develop a business plan that includes both conceptual and technical components.
5. Identify and discuss obstacles to entrepreneurial success.

6. Identify the resources and financing necessary to start an entrepreneurial venture.
7. Discuss organizational characteristics and best management practices for start-up companies.

Skill Objectives:

At the end of this course, students will be able to demonstrate:

- 1) Responsibility for their own learning
- 2) Working to deadlines.
- 3) An ability to work effectively in groups to deliver a completed project.
- 4) The use of technology
- 5) Communication in a variety of styles
- 6) Creativity

Tentative Weekly Schedule: Please see the class homepage on moodle

Tentative Assessment Methods :

Online Quizzes	45%
Mid term	10
Participation points. You have to be there in body and mind!	10
Presentation (includes peer group assessment)	20
Small business news	5
Term Paper: Business Plan (4 pages, single spaced per person)	10
TOTAL (Tentative)	100%

Please note: The assessment methods are in percentages. Your points at the end of this class will be calculated as a percentage of 1000 points.

Grading: A = 90-100%, B = 80-89.5 %, C = 70-79.5 %, D = 60-69.5 %, Fail = below 60%. Grades are not ‘given’ by the instructor. Grades are earned by complying with the grading methods above. What is earned constitutes ‘where one lands’ in the grading scale above. No makeups or extra credit. An incomplete grade can only be given by negotiation and with 70 % of the course work submitted.

Teaching Methods:

“Tell me and I forget. Teach me and I remember. Engage me and I learn” - Chinese proverb

A variety of instructional methods to attempt engagement and meet a range of learning styles. These methods include lecture, discussion, team activities, case studies, guest speakers and videos. Students are expected to contribute to the learning of self and others in a

laboratory/workshop style. As employers request that our graduates have the skills to work in groups there will be group work in this class. If you want a class where the instructor talks for the duration and you do not have to be engaged, this class might not be for you.

Although this is a classroom based course, there is an online component through LBCC's moodle software. You will receive instruction and support to be able to use moodle. The class is highly interactive.

1) Online Quizzes (45%)

- 1.1 As your homework assignment, most weeks you will be expected to complete **open book, online quizzes (plural)**
- 1.2 You have 30 minutes within one week to complete each quiz after it becomes live. It is important that you familiarize yourself with the lecture contents before attempting the quiz as there is little time to look up answers. As the quizzes are partly an exercise in completing work to deadlines, there are no late submissions under any circumstances (unless there is a problem with the quiz software (moodle) that can be verified by the LBCC moodle administrator. My advice is to complete the quiz earlier rather than later in the week when family or computer problems may arise unexpectedly. **If you are having problems getting into the quiz then you must contact me before the closure deadline. Contacting me afterwards suggests the quiz has been missed.**
- 1.3 The web site for testing is called Moodle. All student activity on moodle is tracked and time/date stamped. Software records and or instructor word is final
- 1.4 At any time during the course, if you want to know whether there is a quiz currently on line, go on the course website on Moodle and under 'Announcements' you will see which quizzes are currently open and also when the quizzes close.
- 1.5 The answers to the quizzes will be published after the weekly deadline.
- 1.6 The quizzes are intended to ensure you comprehend the lectures and material.
- 1.7 You will be able to drop your lowest quiz score
- 1.8 Please check your LBCC email for quiz notifications and reminders
- 1.9 Please check your grades weekly and address any issues before the course ends

2) Presentations and Peer Group Assessment (20%)

- 2.1 During the course you are asked to give a **group** presentation of a business plan.
- 2.2 Every student must participate in the preparation and delivery of the presentation.
- 2.3 Each presentation will be a minimum of 10 and a maximum of 20 minutes. I will be forming the groups for the presentations around week 4.
- 2.4 It is your responsibility to manage your role in the group process.
- 2.5 Documentation should be kept of group rules and meetings etc
- 2.6 From the 200 points available:

Within each group, 100 points will be awarded to each group member by each group member. This process is confidential

100 points will be awarded by the instructor in accordance with criteria agreed in class
- 2.7 If a student misses the presentation without notifying me before hand, then there can be no makeup. If you cannot make the presentation, then notify me ahead of time and we can reschedule your part.
- 2.8 Presentations are last session of week 10 and first session of week 11 (Finals day).
- 2.9 The LBCC finals schedule is designed so there are no clashes with other LBCC classes. If another LBCC instructor decides to reschedule their final to a time that clashes with mine, then it is the student's responsibility to reschedule their final with that instructor.

Final schedule: <https://www.linnbenton.edu/finals-schedule>

3) The Small Business News (5%)

- 3.1 The goal of this assessment is to ensure that students are tracking the news as it pertains to entrepreneurship and small business management. Please be mindful of this objective. My aim is not to trick you by asking you to present if you forgot to bring any business news to share with the class. My objective is not to inconvenience you by requiring you to bring news every week. **The bottom line is, no news means not prepared, means no credit.** Leaving class to go to the computer lab to print an article off or, pulling up a news article from a laptop or

cell phone means the student is not prepared for class and has not been reading the news as it pertains to small business.

- 3.2 You can expect to be chosen twice during the term, randomly to present the business news. Each presentation of the news carries 2.5 % towards your end of course grade.
- 3.3 If you do not have any news to present, say “pass”. You must however forfeit the points available for presenting the business news on that day. There can be no make-up.
- 3.4 When you are chosen I want you to tell the class (from where you are seated) about some business news that impacts entrepreneurship and/or small business from the **current or previous week’s headlines**. Your news should be dated I will demonstrate how the business news works in the first week of term appropriately.
- 3.5 You must bring a **printed copy** of a small business news article to class for credit. “My news is in my car, I have it on my phone/laptop or I forgot it, but it is in my apartment are not considered acceptable
The pertinent points must be **highlighted and the article dated**
- 3.6 Your news should last between **1 - 2 minutes**.
- 3.7 Familiarize yourself with your news article before class because the news should be **presented not read**.
- 3.8 Students are chosen to present at random. It might be that you are not asked to present the news until late in the course. This is quite normal. If you are chosen early in the course, it does not mean that you will not be asked to present until much later in the course. Always have a copy of the small business news on hand from **present or previous week**.

4) Participation Points (10%)

- 4.1 During the term I will be giving the opportunity for each student to earn participation points. The points will be earned for contributing to the class by being prepared, participating in role plays, activities, and discussions etc.
- 4.2 **You will need to be present at roll call and at the end of class in order to qualify**. Participation points cannot be earned if the student is not in attendance. Participation points are not attendance points.
- 4.3 Participation points may include the submission of a current small business news

article. After I have collected the news, I will not accept any news after that time.

- 4.4 Participation points are not given when repeated cell phone use in class is apparent
- 4.3 **Note:** When I calculate grades at the end of term, the participation points often make the difference between grades. In other words, you will need to be in class to get the points from these tests to maximize the possibility of earning a good grade.
- 4.4 My process for recording participation points is simple. I call the student's name, the student answers. **No answer means the student is not in the class room. The instructor records are final**
- 4.5 If the student misses 50 % of the participation points then they are deemed to be not participating in the class. It is the student's responsibility to track their own participation points. Would you have surgery with a surgeon who only participated in class 50% of the time or less?

5) Term paper 10%

One printed copy of your participation to the group's business plan should be given to me **before the presentation**. This copy represents your final paper. Your contribution to the plan should be clearly identified with your name. **Your individual contribution should be 4 pages, single spaced including diagrams, tables etc.** Pictures should not be generic but should be relevant to your business. Your names should be printed on your group's plan and not submitted loose leaf, unstapled. If you cannot write four pages for a 200 level college class, please consult me during office hours. If I do not see you during office hours I will assume everything is okay by you

By signing up for this class, the student is agreeing to manage their own learning. Part of this responsibility is attending during class times. If you cannot be in class on a certain day, it is the student's responsibility to keep on top of any homework assignments, announcements, handouts and note taking. I do not need to be informed of any absences.

Thank you for being respectful of our learning environment by not staring at mobile phones or texting in class. This is deemed as not participating.

If arriving to class late, please remember that one's entrance is likely to disturb the concentration and listening of others. Please attempt to arrive on time.

Summary: How to be successful in my class

Come to class regularly

Arrive and leave on time

Do the homework to deadline, (earlier rather than later)

Be a good group member

Don't be a 'check in' student - to be discussed in class

The college is committed to fostering a learning environment characterized by excellence in instruction and best practices in disability accommodation. We comply with local, state and federal law regarding students with disabilities, including Section 504 of the Rehabilitation Act and the Americans with Disabilities Act (ADA). The law requires that no qualified student may be discriminated against based on disability and every student with a disability must be provided reasonable accommodations and an opportunity to participate fully in all activities and programs for which they are qualified with or without accommodation

Sorry all this sounds a bit formal but we must establish the ground rules before we proceed. Always remember that I'm on your side. **I'm always available during office hours to discuss anything that you do not understand. I do not care how many times you ask the same question or ask for help.**